

MILK
KERN'S
MILK
is good
with
EVERY MEAL
and
BETWEEN
MEALS!

Behold Dan
homeward
hastens back
From lodge
to get that
midnight
Snack
of bread and
this milk

PHONE TORRANCE 337
PHONE REDONDO 7072
OR TELL THE DRIVER

Famed Skaters and Ski Jumpers Will Exhibit at Snow Carnival

The postponed snow carnival at Camp Seely, which is the municipal playground of Los Angeles in the San Bernardino mountains, 14 miles north of San Bernardino, is being put on this week end through the co-operative efforts of the West End Rim to the World association, the California State Chamber of Commerce, and the Los Angeles Playground and Recreation Department. It will feature many local and national championship performers in snow and ice events that promise numerous thrills to those attending the carnival.

Among the noted ice skaters who will show their fancy skating and expert efforts at Seely are Clara Davis, Helen Meyers, Ellie Hasselton, Miss Margot, and others of national repute. Baby Mary Taylors, age 6, known throughout Southern California for her fancy figure skating, will also give a demonstration. "Red" Hogan, Pacific Coast champion barrel jumper will show how he leaps over 12 or more barrels, and Mickey Meyers will provide numerous laughs with his clowning on the ice.

A grudge battle in ice hockey between the Sun Freeze Bears and the Union Oilers will also feature the events of the carnival.

Among the famous ski jumpers who will compete on the big new Camp Seely ski jumps will be 13 Scandinavian experts, many of whom are champions or near-champions. Many novelty events, including the famous ash can cover slide, snow shoeing, tobogganing, snow modeling and stunt snow and ice sports will be open to public participation, while special evening events will entertain weekend parties who stay over for Saturday night at the City Playground.

All roads to Camp Seely will be in first class shape for those making the trek into the mountains for the two day event, Jan. 25-26. Huge snow plows and gangs of workmen have been busy for some time putting the highways into shape, and the promise has been made by the county and state officials that these roads will be kept in good condition so that no trouble may be experienced in reaching Camp Seely. Easy access to the Camp may be had by traveling from San Bernardino up the Waterman Canyon and "High Gear" Highway to the summit of the San Bernardino range, from which point several short lateral roads connect with the City Playground.

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53

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Marcellina at Cravens SERVICE Torrance, Calif.

--come to think of it

... tomorrow is a reflection cast on the screen of life by what we do today... thus a growing bank account today reflects a light that dispels the shadows of tomorrow... it's using good judgment to open one today at this home bank.

—right here of course at

THE
First National Bank
of TORRANCE

—where the services measure up

—to your expectations.

BOOKKEEPER AT HOSPITAL PASSES ON

Mrs. Anna Spring, Victim of Heart Attack — Was Ill Three Weeks

Death claimed Mrs. Anna Spring, 49 years old, at the Jared Sidney Torrance Memorial hospital Friday morning after an illness of several weeks. Heart trouble was given as the cause of death.

Mrs. Spring had resided in Torrance at the home of Mrs. Zetta McCord at 1224 Portola avenue for the past fourteen months, during which time she was employed as bookkeeper at the Jared Sidney Torrance Memorial hospital.

She is survived by two nieces, Miss Marjorie Spring of San Fernando, and Mrs. Huntington of Los Angeles.

Funeral services were held at Stone and Myers funeral chapel Saturday afternoon at 4 o'clock with the Reverend H. H. Kelley in charge. Cremation was made at Inglewood.

Phone Directory Corrections Must Be in by Feb. 1

All changes in listings for the March issue of the Torrance and Lomita phone directory must be made before five o'clock Saturday, February 1, according to Fred W. Smith, manager of The Pacific Telephone and Telegraph Company. The new book is now being prepared for the press.

The March issue will include all listings of telephones installed up to and including February 1, and those of the San Bernardino, Wilmington, Avalon, Lomita and Torrance exchanges after that date will be given out on request by the information operators.

Present plans of the telephone company are to deliver the new directories during the first week of March. Approximately 15,000 copies of the September issue of the book were printed and distributed. A larger number will be required for the March book as more than 285 telephones have been added to the San Pedro exchange since the last directory appeared, 247 to Wilmington, 51 to Lomita, and 75 to Torrance.

J. C. Penney Co. Votes Annual \$2.50 Dividend

Directors of the J. C. Penney Co. declared an annual cash dividend on common stock of nearly \$6,000,000, at the rate of \$2.50 per share, payable on January 30 to stockholders as of record January 20, from earnings and surplus. E. C. Sams, president of the organization, announced today immediately following the meeting of the board. "This is an increase over the 1928 dividend which figured on the present basis after the split-up in stock, equalled \$2.33 per share."

The board further voted that, beginning with this year dividends should be put on a quarterly basis. It is contemplated that the first quarterly dividend will be paid at the end of March next. It is also contemplated that the rate will again be increased to \$3.00 per share, 75c quarterly.

"In determining the common stock dividend, it has been the consistent policy of the company to pay a cash dividend on a basis of approximately 50 per cent of earnings for the year," Mr. Sams commented. "While final figures of our nearly 1400 stores are not yet complete, this year's dividend is definitely in keeping with our established policy."

"Taking into consideration the stock split-ups during the last five years, J. C. Penney Co. common stock has paid increasing dividends at the rate of \$1.67 in 1926; \$1.98 in 1927; \$2.00 in 1928; \$2.33 in 1929; and \$2.50 on January 30, 1930. Announcement of contemplated dividends totalling \$3.00 per share for this year indicates our confidence in a continued upward trend."

NEW COLOTURA SPEAKERS ON MAJESTICS

Colorful Tone of Latest Radio Development Hailed as Big Advancement

Radio's latest development, the Colotura speaker, which reproduces accurately every musical tone and inflection of the human voice, is now being demonstrated by C. Alexander & Co., local Majestic dealer at 1314 Sartori avenue.

The new Colotura speaker, which has been so named because of the colorful tone it reproduces, is a development of the Grigsby-Grinow company, manufacturers of Majestic radios, and is incorporated in all the 1930 Prosperity models.

Two new models and a new cabinet in a third model have been added to the 1930 line of Majestic radios, each equipped with the new speaker. A new low price model begins the line, which is known as the Model 90. Then comes the Model 91, lowboy, and the Model 92, the highboy. A new model is the No. 93, which is of English design in American walnut with matched butt walnut center. Side panels and top rail are of Australian lacewood. The esoteric panel is of old bronze.

The next model in the line is the DeLuxe Combination. This follows a combination radio-phonograph without doors known as No. 102, and a second radio-phonograph combination known as No. 103.

All sets have the new speaker. Tone and performance is virtually equal in all the sets which come equipped with Majestic tubes. All Majestic radios and radio-phonograph combinations in 1930 will be equipped completely with Majestic tubes which have been developed especially to suit the radio frequency circuit used on Majestic radios.

Girl Scouts Hold Election

At an election of officers of Troop 31, Girl Scouts, last Wednesday, the following girls were chosen: Ella Mae Ott, president; Olive Belle Huber, secretary; Nadine Sherwin, librarian; and Margaret Condon, newspaper reporter. Troop 31 is composed of girls from Torrance Junior High and Elementary schools.

THE MORE YOU TELL
THE MORE YOU SELL
USE OUR CLASSIFIED PAGE

'Says
Which?'

SEE THE ANSWER
NEXT WEEK

Dolley
Drug Co.

El Prado at Sartori

ALMA GLUCK RECOMMENDS SCREEN GRID

"Scores of local residents in buying radios are accepting the guidance of Alma Gluck, and four other world famous musicians who last summer were banded together with engineers to produce a perfectly toned radio."

"That statement was made yesterday by Irvin S. Sargeant, proprietor of the Torrance Radio Co., local Crosley radio merchant.

"For the first time in radio history," he continued, "the greatest musicians and singers, prima donnas of grand opera and internationally famed musicians, are broadcasting."

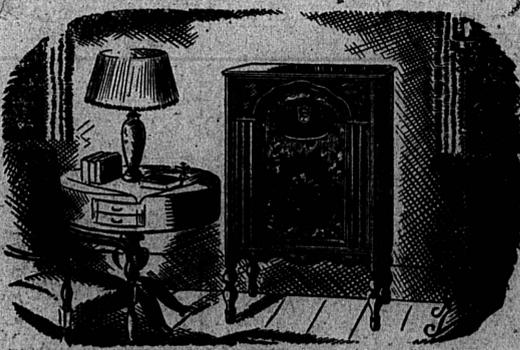
"Because now for the first time radio has reached a stage of perfection that makes these musicians feel they can broadcast without 'taking their reputations in their hands.' A musical star must keep his eye on the box offices of the nation knowing that he will tour the country again. He knows that if he takes the air and his voice enters the homes of the country on radio sets that distort its tones, the radio audience will not care to hear him in person. In previous years musicians have been afraid.

"Now, however, it is different, thanks to screen grid radio. Screen grid receivers eliminate distortion and deliver the music into the home as pure as when it leaves the broadcasting station. The great musicians now know that and are eager to broadcast."

"Recently such world famed artists as Mary Garden, Mary Lewis and John McCormack have appeared on the air, to say nothing of the group that helped perfect Crosley screen grid radio tone. That group includes Alma Gluck, Efram Zimbalist, George Gershwin, Edith Mason and Jose Mojica."

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Better Performance Style and Value



YEAR after year, for seven years Atwater Kent has led the field... longer than most manufacturers have been in business... and longer than most of them stay.

This continued leadership has not been one of chance or accident. It is the result of continually building a radio better than the rest, honestly represented and serviceable.

The lengths to which Atwater Kent engineers have gone in this patient pursuit of perfection has been made possible through the freedom of Atwater Kent policies.

Unhampered by stockholders' demands... dictates of capital... personally directing, owning and controlling the world's largest and finest radio factory... using the most scientific and modern manufacturing methods and principles... changes and improvements are made as soon as they are proven, regardless of cost or other issues that hold back the rest.

That's why Atwater Kent radio is the pioneer... "the one that goes before!" It has earned, deserves and holds the laurels of leadership.

That's why you can always buy an Atwater Kent radio knowing that you're buying the best... and for less... a radio far in advance of others

"Always the First With the Best"

DE BRA RADIO CO.
"Every Customer a Friend"
Post Ave. at Cravens, Torrance Phone 370-W

TWATER KENT SCREEN-GRID RADIO

C. HAZELTON TAKEN AFTER LONG ILLNESS

Charles H. Hazelton, 32 years old, passed away at the Jared Sidney Torrance Memorial hospital Saturday afternoon, January 18.

Mr. Hazelton had been suffering with diabetes for some time, and Friday morning was taken to the hospital, where he died the next day.

He was born at Elgin, Illinois, April 11, 1897, and came to California a year and a half ago. He was employed at the Hayes Billiard parlor at the time of his passing.

Funeral services were conducted at Stone and Myers chapel Tuesday afternoon at 2 o'clock, with Mrs. Minnie Hannah reading the Christian Science service. Interment took place at Sunnyside Mausoleum in Long Beach.

Surviving him are his wife, Mrs. Ruth Hazelton, and small daughter, both of 1724 Manuel avenue.

A Message Of Appreciation...

For the splendid response
to our
13th Birthday Party
on the
part of
all who attended
this event and helped
make it such a big
success...

Sincerely

**FESS GROCERY and
MARKET**
1321 Sartori Ave. Phone 9